6. (Amended) The method according to Claim 1, wherein the one or more web sites include a plurality of links to other web pages located at a plurality of web servers.

7. (Amended) The method according to Claim 6, wherein the plurality of links to other web pages includes a link to a web page from where the consumer purchases merchandise.

8. (Amended) The method according to Claim 6, wherein the plurality of links to other web pages includes a link to a web page from where the consumer electronically views images of merchandise.

9. (Amended) The method according to Claim 6, wherein the plurality of links to other web pages includes a link to a web page from where the consumer electronically contacts a seller.

27. (Amended) Computer executable process steps according to Claim 22, wherein the one or more web sites include a plurality of links to other web pages [that can be] located at a plurality of web servers.

47. (Amended) The method of Claim 45, wherein the consumer request is received through a connection established between the consumer's computer and the one or more web sites, the method further comprising:

identifying at least one of connection and environment specific information related to the established connection between the consumer's computer and the one or more web sites, wherein at least one of the connection and environment specific information is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with at least one of the connection and environment specific information such that information that defines consumer activity can be extracted based on the association between at least one of the connection and environment specific information and the unique identifier.

48.   (Amended) The method of Claim 47, wherein at least one of the connection and environment specific information relates to IP address of the consumer's computer.

51.   (Amended) The method of Claim 47, wherein at least one of the connection and environment specific information relates to an operating system executing on the consumer's computer.

52.   (Amended) A unique identifier embedded in a URL provided to a consumer by way electronic mail, such that when the consumer selects the URL a connection is established between a consumer computer having a first IP address and a web server providing access to one or more web sites, wherein the web server receives the URL via said established connection independent from any consumer profile information previously stored on the client computer, wherein the web server parses the URL for the unique identifier, and wherein the IP address is recorded in a log file in association with the unique identifier.

75 58.   (New) A computer-implemented method for electronically tracking web pages visited by an email recipient without requiring advanced registration, the method comprising:

embedding a unique identifier within a uniform resource locator (URL), the unique identifier uniquely identifying an email recipient, the URL identifying one or more web pages;

including the URL in form of a link in an email sent to the email recipient, wherein selecting the link provides the email recipient with access to the one or more web pages;

establishing a connection between a server computer and a client computer used by the email recipient to receive the email, in response to the email recipient selecting the link, wherein the server computer provides access to the one or more web pages identified by the URL;

providing the unique identifier to the server computer by way of a request submitted by the client computer to access said one or more web pages, independent from any profile information previously stored on the client computer, wherein the request includes the URL in which the unique identifier is embedded;

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parsing the URL in the request to retrieve the unique identifier embedded in the URL;

identifying the email recipient based on the retrieved unique identifier;

automatically storing the unique identifier in association with the IP address of the client computer in a log file of the server computer; and

automatically storing access information about the one or more web pages visited by the email recipient in association with the IP address of the client computer in the log file of the server computer.

76. 54. (New) The computer-implemented method of Claim 55, further comprising:

extracting the access information for a particular email recipient by cross-referencing the IP address of the client computer used by the particular email recipient with respective access information and unique identifier stored in the log file in association with the IP address.

77. 55. (New) The computer-implemented method of Claim 53, wherein the access information comprises at least one of: an address of a web page visited by the email recipient, duration of the visit, and purchase information during of the visit.

78. 56. (New) A computer system for electronically tracking web pages visited by an email recipient without requiring advanced registration, the system comprising:

means for embedding a unique identifier within a uniform resource locator (URL), the unique identifier uniquely identifying an email recipient, the URL identifying one or more web pages;

means for including the URL in form of a link in an email sent to the email recipient, wherein selecting the link provides the email recipient with access to the one or more web pages;

means for establishing a connection between a server computer and a client computer used by the email recipient to receive the email, in response to the email recipient selecting the link, wherein the server computer provides access to the one or more web pages identified by the URL;

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means for providing the unique identifier to the server computer by way of a request submitted by the client computer to access said one or more web pages, independent from any profile information previously stored on the client computer, wherein the request includes the URL in which the unique identifier is embedded;

means for parsing the URL in the request to retrieve the unique identifier embedded in the URL;

means for identifying the email recipient based on the retrieved unique identifier;

means for automatically storing the unique identifier in association with the IP address of the client computer in a log file of the server computer; and

means for automatically storing access information about the one or more web pages visited by the email recipient in association with the IP address of the client computer in the log file of the server computer.

79. 57. (New) The computer system of Claim 56, further comprising:

means for extracting the access information for a particular email recipient by cross-referencing the IP address of the client computer used by the particular email recipient with respective access information and unique identifier stored in the log file in association with the IP address.

80. 58. (New) The computer system of Claim 56, wherein the access information comprises at least one of: an address of a web page visited by the email recipient, duration of the visit, and purchase information during of the visit.

81. 59. (New) A computer-readable medium comprising a computer-executable process stored for electronically tracking web pages visited by an email recipient without requiring advanced registration, the computer-executable process comprising:

embedding a unique identifier within a uniform resource locator (URL), the unique identifier uniquely identifying an email recipient, the URL identifying one or more web pages;

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including the URL in form of a link in an email sent to the email recipient, wherein selecting the link provides the email recipient with access to the one or more web pages;

establishing a connection between a server computer and a client computer used by the email recipient to receive the email, in response to the email recipient selecting the link, wherein the server computer provides access to the one or more web pages identified by the URL;

providing the unique identifier to the server computer by way of a request submitted by the client computer to access said one or more web pages, independent from any profile information previously stored on the client computer, wherein the request includes the URL in which the unique identifier is embedded;

parsing the URL in the request to retrieve the unique identifier embedded in the URL;

identifying the email recipient based on the retrieved unique identifier;

automatically storing the unique identifier in association with the IP address of the client computer in a log file of the server computer; and

automatically storing access information about the one or more web pages visited by the email recipient in association with the IP address of the client computer in the log file of the server computer.

8 2. 60. (New) The computer-readable medium of claim 59, wherein the computer-executable process further comprises:

extracting the access information for a particular email recipient by cross-referencing the IP address of the client computer used by the particular email recipient with respective access information and unique identifier stored in the log file in association with the IP address,

wherein the access information comprises at least one of: an address of a web page visited by the email recipient, duration of the visit, and purchase information during of the visit.

ARGUMENT

Claims 1-52 are pending in the application. By virtue of this amendment, claims 4, 6-9, 27, 47, 48, and 51-52 are amended to overcome the Examiners objections pursuant to 35 USC 112 and